SKILLED VOLUNTEER NEED TEMPLATE + EXAMPLES

We need help...

This project will save us $______, allowing us to ________________________________.

Estimated Time
_______ hours
Over _____ months/weeks (circle)

Details

What we need

How this will help

What we have in place

Organization Title:
Issue Areas Addressed by Organization (list):

Organization Summary:
We need help...  
with a Public Relations Strategy

This project will save us $5,000, allowing us to help 1000 children enjoy the waterfront.

Estimated Time
20-25 hours
Over 6-8 weeks

Details
This is a remote opportunity—volunteer from anywhere!
This project requires a short interview with the organization. If your application is accepted, you'll receive an email from Catchafire with instructions to schedule a call.

What we need
- A Public Relations (PR) strategy that includes:
  - Review of Organization's public relations goals
  - Identification of the audiences Organization should be addressing to achieve stated goals
  - Identification of the media outlets Organization should target to reach stated audiences
  - A press list created based on Organization's target media outlets
  - Recommendations on the best tactics to build relationships with Organization's target media outlets

How this will help
After launching our new name, brand, and website last year and as we approach our 10th anniversary next year, we are in need of someone to help us create a press strategy to let the world (or at least New Yorkers) know how important and amazing the waterfront is.

What we have in place
We already have a solid brand, active social media networks, and a bi-weekly newsletter with news and stories about our waterfront. We get great press coverage of our annual City of Water Day festival and have a solid base of press contacts. We are looking for ways to develop deeper relationships with press, publish more opinion pieces, and position ourselves as a thought leader.

Fun fact about us
The Waterfront Alliance has more than 900 Alliance Partners—civic groups, professional organizations, and companies that care about our waterfront.

Waterfront Alliance

Environment

The Waterfront Alliance works to protect, transform, and revitalize our harbor and waterfront.

- City New York, NY
- Staff size 6-25
- Org age 5-10 Years

What we do
Whether we live, work, or play where the water meets the land, we have the shared responsibility to ensure our waterfront is accessible for boating and recreation, ecologically healthy, resilient to climate change, and a source of good-paying jobs. We are at the forefront of building consensus and influencing waterfront policy and planning in New York and New Jersey through providing public testimony and producing white papers. Our programs include serving as an early advocate for five-borough ferry service, building neighborhood docks for educational and recreational use, and helping communities create better waterfront design using our Waterfront Edge Design Guidelines. Through our annual Waterfront Conference, City of Water Day, and Harbor Camp, we bring together and open the eyes of today’s and tomorrow’s generations of waterfront stewards.
We need help... creating great brand messaging

This project will save us $6,000, allowing us to provide thousands of young people with the tools and resources they need to get involved in the causes they care about.

**Estimated Time**
30-50 hours
Over 1-2 months

**Details**
This is a remote opportunity—volunteer from anywhere!
This project requires a short interview with the organization. If your application is accepted, you'll receive an email from Catchafire with instructions to schedule a call.

**What we need**
- Document that articulates in a consistent voice key messages about the Organization’s identity, constituents, and mission and vision.
- Creation of taglines and talking points to help the Organization communicate clearly and concisely
- Recommendations on tailoring messaging for common communication channels (e.g., website copy, printed marketing collateral, pitching verbally)

**How this will help**
Founded in 2004, LOVE, HALLIE spent years building an organization with a brand based in the belief that young people have the skills, optimism and drive to make a positive difference. Following numerous successful youth-led campaigns, including work with Oprah and Nelson Mandela, LH is introducing an ambitious new initiative, A Better World. LH is in an exciting moment, possessing both the energy of a start-up and the credibility of a strong legacy. Effective brand messaging is critical to seizing this moment and engaging our past supporters, new donors and volunteers, and most importantly, youth activists.

**What we have in place**
Our Board has an active External Communications Task Force. We have a Facebook page with 686 'likes,' and newly created Twitter and Instagram accounts with 55 followers and 88 followers, respectively. We have books of Hallie’s writings that also offer descriptions of the organization, and we have a large collection of video and photo assets, as well as major media coverage from years past.

**Fun fact about us**
LOVE, HALLIE believes young people can be the most effective change-makers, and we practice what we preach! When LOVE, HALLIE was founded in 2004, our most effective leaders was 15 years old. 12 years later, our most effective leader is also 15 years old.

**LOVE, HALLIE**
*Youth Development*
*Philanthropy & Capacity Building*

LOVE, HALLIE’s mission is to increase empathy in young people and help them improve their communities and the world. LOVE, HALLIE believes young people are natural philanthropists with the energy, optimism, compassion, and the skills to make a difference on causes that matter to them.
- City Sunnyside, NY
- Org age 10-25 Years
We need help...
understanding our current process

This project will save us $7,500, allowing us to **find a small office space to rent so that we can develop training videos.**

Estimated Time
20-30 hours
Over 6-8 Weeks

Details
This is a remote opportunity—volunteer from anywhere!
This project requires a short interview with the organization. If your application is accepted, you'll receive an email from Catchafire with instructions to schedule a call.

What we need
- Analysis on the current process and creation of a current state map
- A document outlining potential goals of process improvement (ie, scope of the Process Improvement project)

How this will help
The success of our organization depends on designing and documenting our sales process. Without your help, we cannot grow our core product business. Your skills will empower us to identify current state, weaknesses and build a new process.

What we have in place
We currently have 5 contracts and many volunteers which should make it easy for you to get started. We also have a white paper listing out the existing process and issues and the ability to provide any other information you need.

Fun fact about us
We love the fact that we get older adults excited about waking up every day - because we teach them how to use their smartphones and tablets.

Bluehair Technology Group
*Education*

We teach adults how to use today's technology so they can stay connected to family, friends, community and the world.

- City Alpharetta, GA
- Staff size 1-3
- Org age 2-5 Years

What we do
We make adults get excited about getting out of bed every day.

We help them use their smartphones and tablets so that they can stay connected to family, friends, community and the world.

We deliver instructor led and volunteer supported classes over a 4 session or 8 session timeframe on smartphones, tablets, social media and everything IoT. These session are held at senior living communities, churches, country clubs and HOA's.
We need help... with a Volunteer Recruitment Plan

This project will save us $7,000, allowing us to invest that money in to our students for scholarships and credit recovery programs.

Estimated Time
25-35 hours
Over 1-2 months

Details
This is a remote opportunity—volunteer from anywhere!
This project requires a short interview with the organization. If your application is accepted, you'll receive an email from Catchafire with instructions to schedule a call.

What we need
- A volunteer recruitment strategy that outlines: potential volunteer market, timeline, strategies for outreach, and plan for volunteer retention.

How this will help
We are looking to recruit quality professionals that will serve a great interest in being a Mentor to our students. In every person’s life there is at least one role model that has influenced or shaped that individual. This project will help us recruit quality individuals that will bring their professional wisdom and investments into each our student’s lives. The positive interaction that each student gains from their mentors will propel them towards success in school and society.

What we have in place
We are currently in the process of developing our mentor program and do not have any written strategy on volunteer Mentor recruitment

Kula no na Po‘e Hawai‘i
Human Services
Community & Economic Development
Education

Kula no na Po‘e Hawai‘i (KNNPH) is a 501(c)3 non-profit organization that provides educational activities for members of the Hawaiian Homestead communities of Papakolea, Kewalo, and Kalawahine Streamside. KNNPH was formed in 1992 by a group of concerned community women who wanted to improve the educational skills of area children and strengthen relationships between parents and the school system. Over the years, the educational vision of KNNPH has broadened to offer trainings and activities that focus not only on the education of the community, but also on the importance of good health. Selected examples of these programs include wellness clinics, education and social programs for youth, nutrition, exercise, traditional Hawaiian healing classes, literacy fairs, and family strengthening workshops.
- City Honolulu, HI
- Staff size 3-6
- Org age More than 25 Years